www.handsomesheep.com 028 8521 6860 rachel.allen@outlook.co.nz

RACHEL ALLEN

COPYWRITER DESIGNER ILLUSTRATOR

My design journey has been shaped by a relentless pursuit of self-improvement and curiosity. Through personal projects and study I have developed a strong foundation in design principles, an understanding of visual storytelling, and the ability to adapt to evolving trends and technologies. Driven by a passion for creating meaningful and impactful experiences, I am eager to apply my skills and creativity in a professional setting.

EXPERIENCE

Portfolio Development — ongoing

Took various online courses to self-improve on topics such as responsive web, typography, and creative writing

Created illustrated textbook 'English 101' for children 6-8

Designed a subscription model mail-order STEM kitset for kids named 'Kea Contraptions'

Developed the 'Wrapt' brand for beeswax wraps, including packaging, product and logo

ESL Teacher | SIT High School — 2018 - 2023

Shibaura Institute of Technology
Tokyo, Japan

Cultivated a supportive environment that encouraged engagement and confidence

Assessed students' progress and provided regular constructive feedback on essays and tests

Adapted communication strategies to accommodate cultural differences and language barriers

Collaborated and worked seamlessly as a team in and out of the classroom

Organised and led extracurricular activities, creating innovative and engaging content

Shift Supervisor | Subway — 2008 - 2012

Cardno Enterprises
Whangārei, New Zealand

Supervised a small team of rotating staff

Managed inventory, placing orders and preparing food to maintain stock levels and reduce waste

Handled cash transactions and reconciled daily sales

Identified, prioritised and designated tasks

ABILITIES

Copywriting
Illustration
Photography
UX design
Responsive web design
Front end development
Graphic design
Editing

SOFT SKILLS

Clear communication
Initiative and drive
Multitasking and time management
Flexibility and adaptability
Cooperative team member

EDUCATION

TEFL Certificate — 2018
Teflen Training College

Massey Spring Programme — 2016
Massey University

Bachelor of Visual Communication Design (hon) — 2014
Massey University

Diploma of Creative Writing — 2009
NZ Institute of Business Studies

TOOLKIT

Adobe Creative Suite (Illustrator, Photoshop, InDesign)
Microsoft Office (Word, Outlook, PowerPoint, Teams)
Google Workspace (Docs, Slides, Sheets)
Github (HTML/CSS/JS)

References available upon request